



**Press release
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B&Q reveals the nation's new Christmas wish list
It's all about the Home this festive period

According to a new survey from B&Q, home is where the heart is this Christmas. The UK's largest home improvement company reveals the nation's new Christmas wish list, with spending quality time with family and friends at home dominating the first three slots. The usual suspect of the 'latest new gadget' is knocked into fourth place.

The 2013 Christmas wish list:

1. A relaxing day at home with friends and family: 70 per cent
2. Quality food/drinks and time at home with friends and family: 50 per cent
3. Socialising with friends and neighbours at home: 26 per cent
4. A latest new gadget e.g. tablet: 14 per cent
5. New clothes/beauty products/books: 13 per cent
6. Great stocking fillers: 9 per cent

Christmas priorities

The new survey reveals that Brits are most looking forward to spending Christmas day at home with friends and family – 80 per cent are more excited about this than anything else. Quality time at home is the number one priority whereas far less people are looking forward to shopping for Christmas gifts (29 per cent) and receiving presents (27 per cent).

Investing in the home

The home is such a focus this Christmas, that a quarter of Brits are looking to invest time and money on getting it ready for the festive period. And decking the halls with decorations is still a favourite way of sprucing up the home this Christmas – 78 per cent of Brits will be investing in Christmas

decorations with 58 per cent saying that this is because it's a tradition. 28 per cent will buy outdoor lighting.

Dressed to impress

The key motivation for decorating the home for the festive period is to impress neighbours and guests. Just fewer than three in 10 people admit they buy Christmas decorations to make the house look great for visitors, and the same amount invest in soft furnishings in preparation for the onslaught of guests. 84 per cent of people will have their Christmas tree in the living room with a quarter admitting that this is because it's at the front of the house, and the first room visitors will see. 28% of people will spend more money on outdoor Christmas lighting than last year, with a quarter admitting this is to impress neighbours, guests and passers by.

Says Jenny Bigent, B&Q stylist: 'Just over a quarter of Brits (26 per cent) are planning on entertaining friends, family and neighbours more this year than last. This explains the real focus on getting the home ready for the onslaught of guests - Brits are admitting to spending more money on getting the home ready and entertaining visitors this year (43 per cent) than they are on Christmas gifts (38 per cent).'

Says Joclyn Silezin, Category Trading Manager Horticulture & Garden Care at B&Q: 'People are also looking for convenience this year, with time saving a priority. 58 per cent are opting for fake trees over last year's more popular choice of real versions, with 66 per cent claiming this is due to convenience, removing the hassle of cleaning up needles all the time.

What's more, just under half would also consider a pop up tree, with the main reason for purchase being time saving (88 per cent). At B&Q, there are over 15 different types of real Christmas trees and 39 artificial versions available, but the innovative new 6ft pre-lit artificial tree is sure to be a popular choice this year. The pop up model has no extra wires and takes less than five minutes to erect and fully light, giving people lots of extra time for entertaining guests and socialising at home.'

Christmas day unwrapped

B&Q's survey also reveals how Brits are planning on spending Christmas and their favourite parts. They are most looking forward to dinner around the table with friends and family (76 per cent), followed by opening presents with friends and family (48 per cent). By far the most irritating part of Christmas day is watching the same films and shows on TV (43 per cent) followed by tidying up the house after the onslaught of guests (24 per cent).

And it looks like it's not all going to be fun and games at home this Christmas with over a quarter (26%) of Brits admitting that there will be an argument with friends at family at some point during the day. More than four in five people claim the arguing will commence only one to two hours into the day!

A neighbourly Christmas

Community spirit also appears to be high this Christmas with people looking to spend quality time with neighbours – 21 per cent are hosting elderly neighbours at home this Christmas and 15 per cent are organising a Christmas party for local friends and neighbours.

Says, John Compton at Streetclub, the local social network website supported by B&Q: ‘With entertaining friends and neighbours this Christmas being high on the agenda, what better way to get into the festive spirit than to hold a fun street party? B&Q Streetclub is free to join and gives neighbours a safe, controllable and convenient way to stay - the perfect local community online tool for organising a fun Christmas gathering.’

- ENDS -

**For more information please contact the B&Q Press Office at ZPR
on 0207 896 3404 or email bandq@z-pr.com**

Notes to editors:

*According to recent article in thisismoney.co.uk which refers to Halifax has posted annual house price inflation of 5.4 per cent confirming the property market's swift about turn:

<http://www.thisismoney.co.uk/money/mortgageshome/article-1671748/House-prices-What-expect--news-predictions.html>

- B&Q is the largest home improvement and garden centre retailer in the UK and Ireland with 362 stores, employing more than 30,000 people nationwide, more than a quarter of whom are over 50 years of age, with a similar number under the age of 25. For more information about B&Q please go to www.diy.com/aboutus
- B&Q is part of Kingfisher plc, Europe's leading home improvement retail group and the third largest in the world.